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Anastasia Kondratyuk
Science tutor Sorokina A.I.
BNTU (Minsk)

SURVIVING IDEOLOGY IN SOCIETY OF PROFUSION

Imagine that your PC has been broken down and you are planning a purchase of a new one. For a member of new generation an algorithm is obvious: to complete an approximate list of requirements according to objectives and expectations, to choose a suitable model and to find it at the most profitable price. All this points are realizable on interactive mode, in the shortest time and on the most attractive conditions for a client, while recently his choice was limited by several available variants in the nearest electronics store.

Nowadays a supply exceeds a demand in many times. In the competition for customer's mind there are being developed many modifications of various goods. At the same time, customers become more and more fastidious. Standard marketing methods has outdated long ago, and consumers' ways of finding the best ware is progressing. Individuals come to the fore instead of just target audience types. A client turned from a fluttering mouse into a roaring lion. Now he dictates his requirements to business. And only one, who is able to satisfy him better, will survive.

Globalization has occupied not only ware and services market. Every company is able to involve in its activity specialists from any corner of the planet in online mode. Barriers to entry to the markets are collapsing. There is no reason for conglomerates to control material resources in the world of knowledge. Any good can be taken into small pieces. Any unique idea will be copied in several weeks. Nowadays intelligence, emotions and other non-material assets control the economy [1].

Obviously, it's vital for business to plan its strategies based on tendencies of profusion society development to survive and develop in such conditions.

Size reduction. The most common myth of the XX century was the one about size: «the more, the better». It is strange: most of us agree, that in any sphere of our life quantity is not equal quality, but we refuse to admit this in management. Big companies don't rule processes anymore. 29% of exports from the US are produced by companies with staff of less than 19 people, and only a miserable 7% - by companies from the Fortune 500 [2].

Flat structure. The ideal company structure don't consist of hundred subdivisions and thousand managers anymore. When data travels on the planet with transcendental rates, rapid reaction and decision-making come to the fore. This is possible only when a firm functions as a complex system, and every employee perceives personal responsibility for effectiveness of its activity. Manager is not a herd. He should understand and consider opinion of the main resource of modern economy – human resource.

Temporary character of activity. Company is very flexible. The objective is not just implementation of certain operations, but satisfaction of consumer's needs. A firm should change its conceptions and approaches very often, that's why most jobs are implemented on project foundation. It is significant to be able to regroup key structures in the way, when final combination is most effective at current time and in these specific conditions.

Focusing. There is no place for middle companies in profusion society. Now a consumer choose only the best offer. That's why a firm should focus on its main activity. There is outsourcing for the other processes. Why does a company need an average accountant or a lawyer if it can cooperate with a leading company in the market for these services?

Interaction in a circle. All fast systems, for example, our brain, use the principle of circularity. Information from the circulatory system, nerve endings, and sensory organs comes instantly and comprehensively. A person is most capable of self-organization when he receives in-depth evaluation of his activities. The ability to open the mind and hear various opinions is important for business, because often a circumstance, which may be strategically important in the future, comes from unfamiliar sphere.

Openness. The role of partnership is increasing. Keeping all competencies within one company is impossible. Capacity to cooperate with consumers, competitors and suppliers is necessary.

Measurability. Human factor always plays a great role, that's why control will not disappear. It only evolves from hierarchical to controlling the performance indicators of the firm, as well as suppliers and customers. The indicators will also take a new look, for

example, return on knowledge or return on people. Sounds so strange, but employees now should be ready for new crazy tasks. There are no impossible things, there are only psychological barriers.

The world is a scene. But this scene reminds market more and more [3]. Both companies and people are playing roles. But instead of habitual costume drama, we are now participating in a constant improvisation. The director went, the play was canceled, and the scenario was lost. The audience climb onto the stage, joins the actors and demands their main roles. The borders are crushed. All roles are vacant. The villain and the hero are played by one person. We are building a new society that is developing right before our eyes. There is nothing more impossible. Any small-unknown company has a chance to become a leader. Business should adopt new rules, but only in order to break them and become a winner.

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Oleksii Kofanov

Igor Sikorsky Kyiv Polytechnic Institute (Ukraine, Kyiv)

MODELLING OF THE SUCCESS OF HIGH-TECH INNOVATIVE STARTUPS BY BAYESIAN NETWORKS

In the contemporary world, the development of innovative industries of the country and especially startups is the task of the highest priority. However, startup development requires significant financial investments from business angels, venture investors, international investment funds, crowdfunding platforms, etc. And startup-projects are always associated with high risks and low probability of success. Therefore, investors, startup incubators & accelerators and even startup teams need an effective tool to assess the success of the projects. Thus, the purpose of the study was to create a model for the startup success description that can be used for evaluation of the project viability.

For this purpose Bayesian networks (BNs) were chosen because today they are considered as a reliable tool for modelling and decision-making and are effectively used in various fields of science, including economics and business. For example, BNs are used in